BACK

FRONT

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| CAMBRIDGE PROFIT CALCULATOR | |
|---|---|
| Retail/Carton | |
| - Cost/Carton | |
| = Gross Profit/Carton | |
| X Number of Cartons | |
| = Total Profit | |
| Gross Margin (Gross Profit Per Carton / Retail) | % |

67200 © Philip Morris Inc. 1993

# Cambridge

## FREE CARTON
with a 3 Carton Purchase

**Promotion Dates**
**First Week Of**
**March , April, and May 1994**

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Source: https://www.industrydocuments.ucsf.edu/docs/njjm0004

INSIDE SPREAD

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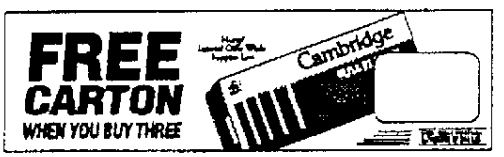
# FREE CARTON!
## with a 3 Carton Purchase




200 Carton Semi-Permanent Display Header
9 7/16"H x 33 3/4"W

Carton Wrap

Poster
21 1/4"H x 16"W

Kit # 22205
•50 Carton Wraps, Poster, 2 Semi-Permanent Headers

Cambridge
FULL FLAVOR

- Reward your customers with a FREE carton offer from Cambridge!
- Strengthen the presence of Cambridge in your store with supporting point-of-sale pieces.
- Display this traffic building promotion in a highly visible location to ensure maximum sell through.

Cambridge

6 1/8"

2041395802

7"

CAMBRIDGE RED

Source: https://www.industrydocuments.ucsf.edu/docs/njjm0004